AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1-10. (cancelled).

11. (new) A method for storing and accessing data in databases of a computerized travel reservation system, comprising the steps of:

- creating rules,

each rule comprising a criteria section containing at least one criterion used for selection of a trip, and a content section containing data corresponding to a type of information applicable to a trip,

the at least one criterion in each rule being a market pair, the market pair comprising

i) an origin market defining a geographic zone of departure of the trip, and

ii) a destination market defining a geographic zone of arrival of the trip;

- storing the created rules in a database on a computer readable medium; and

- accessing the stored rules in response to a reservation request.

12. (new) The method according to claim 11, comprising the further step of:

defining the market pair with

i) the origin market corresponding to at least one geographical zone type from the group consisting of an airport, a city, a state and country, a country, a geographical region, and a world, and

ii) the destination market corresponding to at least one geographical zone type from the group consisting of an airport, a city, a state and country, a country, a geographical region, and the world.

13. (new) The method according to claim 12, comprising the further step of:

creating a table of geographical zone types and a priority rank associating with each geographical zone type, the priority rank associated with each geographical zone type decreasing as a function of the precision of the associated geographical zone type.

14. (new) The method according to claim 12, comprising the further step of:

creating a table of geographical zone types and a priority associating with each geographical zone type, the priority associated with each geographical zone type decreasing

as a function of the precision of the associated geographical zone type, wherein,

    said created table includes at least

    i) the airport geographic zone type with a first priority rank,

    ii) the city geographic zone type with a second priority rank greater than the first priority rank,

    iii) the country geographic zone type with a third priority rank greater than the second priority rank, and

    iv) the geographic region geographic zone type with a fourth priority rank greater than the third priority rank.

    15. (new) The method according to claim 12, wherein,

    the origin market is a first geographical zone type and the destination market is a different, second geographical zone type.

    16. (new) The method according to claim 13, comprising the further step of:

    calculating a priority of each market pair by

    i) assigning a first priority value to the origin market based on the priority rank associated with the geographical zone type of the origin market,

    ii) assigning a second priority value to the destination market based on the priority rank associated with the geographical zone type of the destination market, and

iii) combining the first priority and the second priority.

17. (new) The method according to claim 13, wherein,

at least one market of the market pair is defined by at least two geographical zone types from the group consisting of an airport, a city, a state and country, a country, a geographical region, and a world, and

comprising the further step of:

calculating a priority of each market pair by

i) assigning a priority value to the origin market based on the priority rank associated with each geographical zone type of the origin market,

ii) assigning a second priority value to the destination market based on the priority rank associated with each geographical zone type of the destination market, and

iii) combining the priority values of the origin market with the priority values of the destination market.

18. (new) The method according to claim 11, comprising the further steps of:

defining, within the first criteria section for at least some of the rules, additional criteria used for selection of a trip; and

assigning, to each of the additional criterion, a value corresponding to a weight based on a degree of importance of each additional criterion, wherein,

a total weight of each rule is a total of the weights assigned to the additional criteria.

19. (new) The method according to claim 16, comprising the further steps of:

defining, within the first criteria section for at least some of the rules, additional criteria used for selection of a trip; and

assigning, to each of the additional criterion, a value corresponding to a weight based on a degree of importance of each additional criterion, wherein,

a total weight of each rule is a total of the weights assigned to the additional criteria.

20. (new) The method according to claim 19, comprising the further steps of:

creating a reservation request by entering a origin market and a destination market as part of a trip search;

searching the stored rules to find rules with market pairs agreeing with both the origin market and the destination market entered for the reservation request;

for the rules found to having market pairs agreeing with both the origin market and the destination market, for each rule, computing the priority value of each market pair by

i) assigning a priority value to the origin market based on the priority rank associated with each geographical zone type of the origin market,

ii) assigning a second priority value to the destination market based on the priority rank associated with each geographical zone type of the destination market, and

iii) combining the priority values of the origin market with the priority values of the destination market to define the computer priority value of the market pair of the rule; and

responsive to the trip search, returning the content of the rule having the market pair with the lowest computed priority value.

21. (new) The method according to claim 20, wherein, in said step of returning the content of the rule having the market pair with the lowest computed priority value, of two rules having the same lowest computed priority value, returning the content of the rule having the origin market with the lowest priority value.